Hotelbeds Group continues to widen Transfer & Activity Bank (TAB) portfolio with Broadway integration

Submitted by AnnaMonreal on Thu, 21/09/2017 - 10:07

- Broadway partnership will add 46 new theatre options to Transfer & Activity Bank portfolio, focused mainly in New York, Las Vegas and Chicago.
- The partnership will exponentially increase sales of theatre, shows and musicals in TAB portfolio over the next three years.
- This integration forms part of Hotelbeds Group's strategy to triple sales for its Transfer & Activity Bank.

Palma, September 21, 2017 – Hotelbeds Group, a leading bedbank worldwide and a business-to-business provider of services to the travel industry, has announced a strategic partnership with Broadway Inbound, group buyers and FIT Travel industry wholesalers.

This development will enhance the offering of theatre, shows and musicals available on the Hotelbeds Group platform for the Americas market, in particular in New York, Las Vegas and Chicago. The partnership will add 46 new theatre options to Transfer & Activity Bank (TAB) portfolio.

Thanks to this integration online travel agents (OTAs), tour operators, bricks-and-mortar travel agents and airlines connected to the Hotelbeds Group platform will now be able to book tickets with real time availability using an automated system that allows the purchase of last minute tickets.

Javier Arévalo, Transfer & Activity Bank´s Managing Director, commented: *"This is great news for everyone – whether they be an online travel agency (OTA), tour operator, a traditional travel agency located on the high-street, or an airline using our platform – connected to the Hotelbeds Group platform as they can now cross-sell a whole new and highly popular offering to their travelers.*

"The integration with Broadway offers a wide variety of different shows that will be updated throughout the year, including products for all target audiences – musical lovers, children or simply adults looking for a fun night out – and every ticket has an allocated seat plus offers the chance to skip the queue: it couldn´t be easier to sell.

"As this partnership progresses further, there will be the chance to extend the product offering to other ticket options besides Broadway and New York's performing arts scene, including tickets for Las Vegas NYC Sports."

Bob Hofmann, Vice President at Broadway Inbound said about the partnership: "*We look forward to building a successful, long lasting partnership with Hotelbeds Group, and are pleased that our respective innovative solutions allow for seamless integration and a mutually beneficial relationship. A trip to New York City isn't complete without seeing a Broadway show, and Broadway Inbound is the ideal partner to provide exceptional service to Hotelbeds clients around the globe."*

This development follows Hotelbeds Group´s announcement, last November at the World Travel Market in London, of an ambitious plan to triple sales in its TAB business along with a commitment to expand its product portfolio and deliver best-in-class technology.

Broadway Inbound is the ticketing home for group buyers and FIT Travel industry wholesalers. Building on The Shubert Organisation´s 100+ years of theatrical and technological innovation, it provides a level of trust and security unmatched in the industry.

About Hotelbeds Group

Hotelbeds Group is a business-to-business provider of services to the travel industry globally.

The Group's proprietary technology helps providers of travel services distribute their offering to travel sellers globally via an easy-to-use, advanced technology platform that increases reach, revenue and yield for both the provider and the seller.

Operating mainly under the Hotelbeds and Bedsonline brands, the company connects 35,000 travel intermediaries across more than 120 source markets globally with travel providers in over 180 countries representing more than 120,000 hotels, 20,000 transfer routes and 14,000 activities.

Additionally the Group also operates a Destination Services division offering in-bound destination services, such as tours or transfers, in around 40 countries. The Group also owns several other B2B travel brands such as Pacific World (focusing on the MICE area), Intercruises (shore side cruise solutions) and more.

In September 2016 the company became independent under the ownership of Cinven and the Canadian Pension Plan Investment Board (CPPIB).

The company is headquartered in Palma de Mallorca, Spain and has 6,150 employees working across over 150 offices globally.

Hotelbeds Group Media contacts

Media Relations and Corporate Affairs

Anna Monreal

amonreal@hotelbeds.com

Thumb image

get taken
DIRTY ROTTEN SCOUNDRELS
"THE MOST FUN ON BROADWAY!"
MAMMA MIA!
"A WORLDWIDE MEGA-HIT!"
MAMMA MIA!
STEVIE WONDER
BAR CODE
SOUTHPOLE
Kodak
KODAK digital
More bars in more places.
entourage
SUNDAY, JUNE 5 AT 9PM HBO
DOING JUSTICE
Weeknights LIVE 8:00PM
Nancy
Headli
Bank of Americ